Note for Schwartz, Andrew

From: Schwartz, Andrew

Date: Fri, Oct 29, 1993 3:24 PM

Subject: FW: Marlboro Menthol

To: Anise, Roy

HAVE A COUPLE OF QUESTIONS RE: YOUR REQUEST FOR A MEDIUM AND MARL MENTHOL PRICE REDUCTION VOLUME PROJECTION.

PLS GIVE ME A CALL THIS AFTERNOON OR ON MONDAY MORNING TO DISCUSS.

THANKS.

2040635102

From: Whalen, Roy on Fri, Oct 29, 1993 1:54 PM
Subject: FW: Marlboro Menthol
To: Schwartz, Andrew

Andrew,

Could you get back to me on this.

Thanks

Roy W.

2040635103

From: Gawronski, Edward on Fri, Oct 29, 1993 11:33 AM
Subject: FW: Marlboro Menthol
To: Whalen, Roy

PLEASE LET ROY KNOW THE TIMING ON THIS.

2040635104

From: Anise, Roy on Wed, Oct 27, 1993 11:08 AM
Subject: Marlboro Menthol
To: Gawronski, Edward

In addition the the Medium price volume projection, could you have your folks do a projection for Marlboro Menthol at $2/ctn. off for full year 1994. Menthol, as you know experienced the most price sensitivity of any Marlboro segment(up 50% on an adjusted basis). Menthols net volume should also be extremely high, given this price advantage and a continuity program unmatched in the menthol category. Thanks.

2040635105

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